LEO BURNETT COMPANY, *Inc.*
Ad No. 2430R—Craggy Mountain—Req. No. 79634—1 Page—4 color bleed—8⅛ x 11¼ in.—U. S. News & World Report, 1971—(A)
Printed in U.S.A.

Come to where the flavor is. Marlboro Country.

Kings: 20 mg. "tar," 1.3 mg. nicotine—
100's: 22 mg. "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Aug. '71

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